

ABSTRACT OF THE DISCLOSURE

A process and system of supplying information during travelling includes travelling a user to a destination by a travel service company, supplying to the user by the travel service company a portable device having a unique device identification code, visiting by the user of a physical location within the destination about which information is desired, disposing a reader having a unique reader identification code within or near the physical location, reading by the reader the device identification code of the portable device held by the user, supplying to a control center the read device identification code and the reader identification code of the reader having read the device identification code, and supplying by the control center to a location associated with the supplied device identification code information associated with the supplied reader identification code.